

Station KTNV-TV LAS VEGAS, NV
Advertiser () .PATRIOT MAJORITY US
Product PATRIOT MAJORITY USA
Estimate# 1656
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1656
Flight Dates 08/23/2012 - 08/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 36,925
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	5A-6A	ACTN NWS SU@5A	:30	\$225.00	08/26-08/26	1	1	1	\$225.00	
	2	TH-F	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/23-08/24	1	1	1	\$225.00	
	3	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/30-08/30	1	1	1	\$225.00	
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$450.00	08/25-08/25	1	1	1	\$450.00	
	5	TH-F	7A-9A	GD MRN AMR-ABC<	:30	\$450.00	08/23-08/24	2	1	2	\$900.00	
	6	TH	7A-9A	GD MRN AMR-ABC<	:30	\$450.00	08/30-08/30	1	1	1	\$450.00	
	7	TH-F	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/23-08/24	1	1	1	\$450.00	
	8	TH-F	12P-1P	CHEW-ABC	:30	\$350.00	08/23-08/24	1	1	1	\$350.00	
	9	TH-F	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/23-08/24	1	1	1	\$450.00	
	10	TH	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/30-08/30	1	1	1	\$450.00	
	11	TH-F	10A-11A	VIEW-ABC	:30	\$600.00	08/23-08/24	1	1	1	\$600.00	

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	12	TH-F	4P-5P	JUDGE JUDY R/JUDGE JUDY	:30	\$400.00	08/23-08/24	1	1	1	\$400.00	
	13	TH	4P-5P	JUDGE JUDY R/JUDGE JUDY	:30	\$400.00	08/30-08/30	1	1	1	\$400.00	
	14	TH-F	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/23-08/24	1	1	1	\$500.00	
	15	TH	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/30-08/30	1	1	1	\$500.00	
	16	SU	6P-630P	ACTION NEWS@6PM	:30	\$500.00	08/26-08/26	1	1	1	\$500.00	
	17	TH-F	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	08/23-08/24	2	1	2	\$1,500.00	
	18	TH-F	730P-8P	MILLIONAIRE	:30	\$400.00	08/23-08/24	1	1	1	\$400.00	
	19	TH	730P-8P	MILLIONAIRE	:30	\$400.00	08/30-08/30	1	1	1	\$400.00	
	20	TH-F	7P-730P	ACCESS HOLLYWD	:30	\$400.00	08/23-08/24	1	1	1	\$400.00	
	21	SU	9P-10P	MAKEOVER	:30	\$4,500.00	08/26-08/26	1	1	1	\$4,500.00	
	22	TU	8P-9P	LAST MAN STANDING	:30	\$3,500.00	08/28-08/28	1	1	1	\$3,500.00	
	23	TH	10P-11P	ROOKIE BLUE	:30	\$3,000.00	08/23-08/23	1	1	1	\$3,000.00	
	24	TH-F	11P-1135P	ACTION NWS@11P<	:30	\$1,200.00	08/23-08/24	1	1	1	\$1,200.00	
	25	TH	11P-1135P	ACTION NWS@11P<	:30	\$1,200.00	08/30-08/30	1	1	1	\$1,200.00	
	26	TH-F	1135P-1235A	J KIMMEL-ABC<	:30	\$450.00	08/23-08/24	1	1	1	\$450.00	
	27	M-W	5A-6A	ACTION NWS@5AM	:30	\$225.00	08/27-08/29	2	1	2	\$450.00	

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	28	M-W	7A-9A	GD MRN AMR-ABC<	:30	\$450.00	08/27-08/29	3	1	3	\$1,350.00	
	29	M-W	6A-7A	ACTION NWS@6AM	:30	\$450.00	08/27-08/29	1	1	1	\$450.00	
	30	M-W	12P-1P	CHEW-ABC	:30	\$350.00	08/27-08/29	2	1	2	\$700.00	
	31	M-W	11A-12P	ACTN NEWS@11AM	:30	\$450.00	08/27-08/29	3	1	3	\$1,350.00	
	32	M-W	10A-11A	VIEW-ABC	:30	\$600.00	08/27-08/29	2	1	2	\$1,200.00	
	33	M-W	4P-5P	JUDGE JUDY R/JUDGE JUDY	:30	\$400.00	08/27-08/29	3	1	3	\$1,200.00	
	34	M-W	5P-530P	ACTION NWS@5PM	:30	\$500.00	08/27-08/29	3	1	3	\$1,500.00	
	35	M-W	6P-7P	ACTION NWS@6PM/ACTION NWS@630	:30	\$750.00	08/27-08/29	3	1	3	\$2,250.00	
	36	M-W	730P-8P	MILLIONAIRE	:30	\$400.00	08/27-08/29	2	1	2	\$800.00	
	37	M-W	7P-730P	ACCESS HOLLYWD	:30	\$400.00	08/27-08/29	1	1	1	\$400.00	
	38	M-W	11P-1135P	ACTION NWS@11P<	:30	\$1,200.00	08/27-08/29	1	1	1	\$1,200.00	
	39	M-W	1135P-1235A	J KIMMEL-ABC<	:30	\$450.00	08/27-08/29	1	1	1	\$450.00	

---REPORT TOTALS---

Report Totals: 55 / \$36,925.00

---SALES MONTHLY TOTALS---

Aug 12: 20 / \$16,500.00 Sep 12: 35 / \$20,425.00

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Sales Totals: 55 / \$36,925.00
Station Totals: 55 / \$36,925.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,625	KBLR	0%	KLAS	10%	KSNV	40%	KTNV	20%	KTUD	1%
		KVCW	2%	KVMY	8%	KVVU	19%				

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE